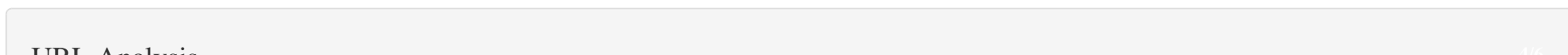


SEO Score

61%



URL Analysis 1/4

- URL is SEO friendly Pass
- Keyword not found in URL Fail
- URL does not contain underscores Pass
- robots.txt file found Pass
- Favicon found Pass
- Preferred domain not set Fail

Page Speed 1/1

- Load speed is under 2 seconds Pass

Title Analysis 1/2

A Comprehensive Guide to Local SEO in 2022

- Title has 60 characters or less. Pass
- Title tag should begin with exact keyword Fail

Description Analysis 2/2

Learn how to optimize your business for local SEO and reach the majority of consumers who use local search to find products or services nearby.

- Description has 160 characters or less. Pass
- Description tag contains exact keyword Pass

Image Analysis 2/4

- All images have alt tags Pass
- Exact keyword should be used in an alt tag Fail
- Exact keyword found in image name Pass
- Do not use underscore in image file names. Fail

Headings (H1-H6) 3/4

- Found heading tags H1, H2 and H3 Pass
 - Exact keyword found heading tags H1, H2 or H3 Pass
 - No duplicate heading tags found Pass
- H1**
- H2**
1. What is local SEO?
 2. Local SEO Tips
 3. **Local SEO Tools**
- H3**
1. 1. Optimize for Google My Business.
 2. 2. Engage on social media and add posts to Google My Business.
 3. 3. Ensure your name, address, and phone number are consistent online.
 4. 4. Optimize online directories and citations.
 5. 5. Perform a local SEO audit.
 6. 6. Improve your internal linking structure.
 7. 7. Optimize URL, title tags, headers, meta description, and content.
 8. 8. Add location pages to your website.
 9. 9. Create local content.
 10. 10. Ensure your website is mobile-friendly.
 11. 11. Get inbound links with relevance and authority.
 12. 12. Participate in your local community.
 13. 1. [Whitespark Local Citation Finder](#)
 14. 2. [Screaming Frog](#)
 15. 3. [Moz Local](#)
 16. 4. [Ahrefs](#)
 17. 5. [Buzzstream](#)
 18. 6. [BrightLocal](#)
 19. Don't forget to share this post!

Top Words 5/5

- local **48**
- you **32**
- SEO **29**
- Google **27**
- search **26**

Mobile Analysis 1/2

- We found viewport metatag Pass
- Add an Apple icon Fail

Text Analysis 2/2

- You have 500+ words on this page Pass
- Keyword usage exceeds 3 occurrences Fail
- Exact keyword was neither bolded, italicized, or underlined Fail
- Exact keyword was not found within first 100 words Fail
- Exact keyword found in anchor text Pass

Social Buttons 1/3

- Add Tweet button Fail
- Add Facebook share/like button Fail
- Blog link found Pass

Code Analysis 3/4

- Could not check validation status. N/A
- No flash elements found. Pass
- Remove inline css. Fail
- Text to html ratio is less than 2:1 Fail
- Schema.org markup found. Pass
- Link to sitemap.xml found Pass

Suggestions for a better SEO Score

- Add keyword to url
- You must set your preferred domain (www/non www)
- Start title with keyword
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Remove underscores from image file names
- Use keyword max. 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add Tweet button
- Add Facebook share/like button
- Add an Apple icon